Artists in Large Canadian Cities

Based on the 2006 Census

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ARTISTS IN LARGE CANADIAN CITIES

This report provides an analysis of artists residing in 93 large Canadian cities, including statistics concerning the number of artists, artists' earnings, and trends between 1991 and 2006. The text of the report focuses on cities with particularly high concentrations of artists, high artists' earnings or substantial growth in the number of artists between 1991 and 2006. Detailed tables in each section of the report provide information about all large municipalities in each province or region.

The first section of the report provides important points about the methodology used to count artists. Section 2 provides comparisons of the number and earnings of artists in Canada's large cities. Section 3 provides a brief profile of artists in large cities in each province. Changes in the number and earnings of artists between 1991 and 2006 are also highlighted in this section. The final section provides a summary of the report's key findings. The appendix provides descriptions of the nine arts occupation groups.

In this report, large cities are defined as those municipalities with a population of 50,000 or more. This level was chosen because a population of 50,000 represents the "urban core" portion of a Census Metropolitan Area. This population level also provides a reasonable number of municipalities for comparison (93). It should be noted that some of the large cities in this report do not form part of a Census Metropolitan Area but are considered Census Agglomerations.[1]

Data is reported for the municipal boundaries that existed in 2006. To calculate changes between 1991 and 2006, Hill Strategies Research examined all municipal changes in Canada during this period and re-calculated 1991 and 2001 figures based on 2006 municipal boundaries. Adjustments could not be made, however, for one municipal change: the 1995 creation of the Regional Municipality of Wood Buffalo (Fort McMurray, Alberta and area). For this reason, historical information is available for 92 large cities, not the 93 cities for which 2006 data is available.

This study complements recent national and provincial reports on artists in the *Statistical Insights on the Arts* series. The national profile of artists found that there are 140,000 artists in Canada who spent more time at their art than at any other occupation in May 2006. Artists represent 0.77% of the overall Canadian labour force. The report also noted that the average

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[1] There are 33 Census Metropolitan Areas in Canada. Statistics Canada classifies certain areas as Census Metropolitan Areas if they have "a total population of at least 100,000, of which 50,000 or more live in the urban core". Source: *Census metropolitan area (CMA) and census agglomeration (CA)*, 2006 Census Dictionary, Statistics Canada, http://www12.statcan.ca/english/census06/reference/dictionary/geo009.cfm, viewed July 29, 2009. A Census Subdivision is defined by Statistics Canada as an "area that is a municipality or an area that is deemed to be equivalent to a municipality for statistical reporting purposes (e.g., as an Indian reserve or an unorganized territory). Municipal status is defined by laws in effect in each province and territory in Canada". Source: *Census subdivision (CSD)*, 2006 Census Dictionary, Statistics Canada, http://www12.statcan.gc.ca/english/census06/reference/dictionary/geo012.cfm, viewed July 8, 2009.

earnings of artists are $22,700, compared with an average of $36,300 for all Canadian workers. The gap between artists' average earnings and overall labour force earnings is 37%.

A subsequent report in the *Statistical Insights on the Arts* series will examine artists in small and rural municipalities.

Section 1: Key methodological notes

Nine occupations are included as artists:

- actors and comedians;
- artisans and craftspersons;
- authors and writers;
- conductors, composers and arrangers;
- dancers;
- musicians and singers;
- other performers;
- painters, sculptors and other visual artists (identified in this report as "visual artists"); and
- producers, directors, choreographers and related occupations.

There are some key aspects to note about the census classification of artists:

- Individuals are classified in the occupation in which they worked the most hours between May 7 and 13, 2006 (the census reference week).
- Individuals who are employed or self-employed are captured in each occupation.
- Artists who teach in post-secondary, secondary or elementary schools are classified as teachers or professors and are therefore excluded from the count of artists.
- Artists may have worked in any sector of the economy, not just in cultural organizations.
- The 2006 census collected earnings information for 2005, the most recent full calendar year.
- This report includes only those artists who reported some employment or self-employment earnings. This provides a reasonable estimate of the number of people who commit a significant amount of time to their art. However, this restriction means that the 11% of individuals in the nine arts occupations who reported no employment or self-employment earnings in 2005 are excluded from the analysis.
- The earnings statistics include an individual's wages and salaries as well as net self-employment income. Other income sources, such as income from government programs, pensions or investments, are excluded from the earnings statistics.
- Artists' project grants are not included in employment earnings but are captured in a separate component of income ("other income") that was not available in the custom data request.

- The earnings statistics include amounts received from all employment and self-employment positions in 2005, not just the position at which the respondent worked the most hours during the census reference week. In some cases, individuals may have worked in a different occupation in 2005 (the basis for earnings statistics) than the one in which they worked the most hours during the census reference week (the basis for occupational classifications).
- Canadians 15 or older are captured in the occupational data.
- A count of artists is provided for cities where at least 40 artists reported earnings. A count of artists by occupation is provided for cities where at least 40 artists reported earnings in five of the nine arts occupations.
- Average earnings figures are provided for cities where at least 250 artists reported earnings.

Choice of nine arts occupations

In this report, the term "artists" is used to describe those Canadians 15 or older reporting employment or self-employment earnings in nine occupation groups that were identified as artistic in discussions by arts sector representatives prior to the analysis of the 2001 census. In 2008, the nine occupation groups were reconfirmed as priority occupations for the *Statistical Insights on the Arts* series during discussions between Hill Strategies Research, the Canada Council for the Arts, the Ontario Arts Council and the Department of Canadian Heritage.[2]

As noted in previous research by the Canada Council for the Arts (*Artists in the Labour Force*, 1999), the nine occupations were selected as "artists" on the basis of two key criteria: 1) the artistic nature of the occupations, based on occupation titles and descriptions;[3] and 2) the most common types of professional artists who are eligible to apply to arts councils for funding. Although occupation categories used in Statistics Canada data are not quite as precise and detailed as the types of artists eligible for arts council funding, there are many similarities.

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[2] Other occupation groups, such as photographers, were also considered for inclusion in the analysis. However, further investigation found that a large majority of photographers captured by the census work as commercial photographers, which would limit the usefulness of including photographers in the analysis.

[3] See the Appendix for full occupational descriptions. The nine arts occupations were drawn from the 2006 National Occupation Classification for Statistics (NOC-S), http://www.statcan.gc.ca/subjects-sujets/standard-norme/soc-cnp/2006/noc2006-cnp2006-eng.htm.

Census strengths and limitations in counting artists

Despite its limitations, the 2006 census is one of the best available sources of information on artists in Canada. The census provides occupation estimates based on a very large population base: the 20% of households that completed a long census form. Census data allows us to provide a very detailed and reliable statistical portrait of artists in Canada.

However, the census is not a perfect source for information about artists. One gap in the Statistics Canada occupational classification is the fact that there is no distinct category for filmmakers or other media artists. The closest categories are "producers, directors, choreographers and related occupations" (which includes a number of artforms), "film and video camera operators" and "painters, sculptors and other visual artists".

Another example of an occupation group that is not a perfect fit for artists is the authors and writers category. This occupation group includes a broader range of writers than simply novelists, poets and other "artistic" writers. As can be seen in the occupation definition, a fairly broad range of writers (but not journalists) are included in this category: "Authors and writers plan, research and write books, scripts, storyboards, plays, essays, speeches, manuals, specifications and other non-journalistic articles for publication or presentation. They are employed by advertising agencies, governments, large corporations, private consulting firms, publishing firms, multimedia/new-media companies and other establishments, or they may be self-employed."

Another issue is the timing of the census. The classification of occupations is based on the job that respondents spend the most hours at during the week of Sunday, May 7 to Saturday, May 13, 2006. This is an "in between" period for many artistic endeavours. For example, many performing arts organizations have seasons that extend from the fall to the spring. These seasons may be finished before the week of May 7, leaving some artists to find other employment during the late spring and summer. Other organizations may have summer seasons that do not begin in early May.

The focus on the job where the individual worked the most hours affects census labour force counts. Having multiple jobs is an important facet of the working life of many artists. Some may work more hours at other jobs during the week than at their art. Due to this, census-based estimates of artists are likely to be somewhat low.

Even though the census provides a very large sample, this still has limits. Some breakdowns of the number of artists in areas with lower populations are less accurate because of the fairly small sample of artists in these locations. In addition, Statistics Canada's efforts to ensure

confidentiality of individual responses result in some distortion of the estimates of artists in areas with low populations.[4]

Census data has some specific limitations concerning Aboriginal people. Census enumeration was not permitted or was interrupted before completion on some Indian reserves and settlements. Overall, however, it appears that the coverage of Aboriginal people was better in the 2006 census than ever before. Statistics Canada notes that, in 2006, there were 22 incompletely enumerated reserves, down from 30 in 2001 and 77 in 1996.[5]

The census is conducted once every five years, limiting the analysis of trends over time to the census years.

Given these limitations, census data will not fill all analytical needs. Despite its limitations, the 2006 census is one of the best available sources of information on artists in Canada.[6]

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[4] This included "random rounding" of small figures, whereby occupation groups with 1 to 10 individuals are rounded to 0 or 10 on a random basis. This results in some distortion of the estimates of artists in individual occupations or small population areas.

[5] See *2006 Census: A decade of comparable data on Aboriginal Peoples*, available at http://www12.statcan.ca/census-recensement/2006/ref/info/aboriginal-autochtones-eng.cfm.

[6] Membership in artist associations is another possible source of data. However, this would not provide complete information as only some artists belong to associations. In addition, some artists who belong to an association may not be active as an artist in a specific year.

Section 2: Comparisons between Canada's large cities

Number of artists in 2006

Overall, 103,500 artists reside in the 93 large cities included in this study. This represents three-quarters (74%) of the 140,000 artists in Canada.

The City of Toronto has the largest absolute number of artists (22,265), followed by Montreal (13,425) and Vancouver (8,155). The seven other cities with over 2,000 artists are Calgary (5,110), Ottawa (4,550), Edmonton (3,255), Winnipeg (2,905), Mississauga (2,285), Halifax (2,215) and Quebec City (2,100). These ten cities house almost one-half (47%) of Canada's 140,000 artists.

Highest concentrations of artists

The concentration of artists is the ratio of artists to the overall labour force. In Canada, artists represent 0.77% of the overall labour force. In the 93 cities, artists comprise 0.90% of the combined local labour forces, higher than the Canadian average.

The 11 large cities with artistic concentrations of about 1% or more are located in six different provinces: British Columbia (5 cities), Ontario (2), Quebec (1), New Brunswick (1), Nova Scotia (1), and Newfoundland and Labrador (1). All three of Canada's largest cities (Toronto, Montreal and Vancouver) are among the top 11.

The three cities with the highest concentrations of artists are in British Columbia: Vancouver, Victoria and North Vancouver District Municipality.

- Vancouver has the highest concentration of artists among large Canadian cities (2.35%), a level that is three times the Canadian average (0.77%).
- Victoria has the second-highest concentration of artists (1.87%).
- North Vancouver (District Municipality) has an artistic concentration of 1.61%.
- Toronto's concentration of artists is 1.60%, ranking fourth among large Canadian cities.
- Montreal ranks fifth among large cities with an artistic concentration of 1.53%.
- Six large cities have a concentration of artists that is about 1%: Saanich (BC), Halifax (NS), St. John's (NL), Fredericton (NB), New Westminster (BC) and Oakville (ON).

Table 1 provides the number and concentration of artists in these 11 large cities.

Table 1: Highest concentration of artists among large Canadian cities, 2006					
Rank	**City**	**Prov.**	**Number of artists**	**Overall labour force**	**Artists as %**
1	Vancouver	BC	8,155	347,100	2.35%
2	Victoria	BC	910	48,500	1.87%
3	North Vancouver	BC	795	49,400	1.61%
4	Toronto	ON	22,265	1,395,200	1.60%
5	Montreal	QC	13,425	877,500	1.53%
6	Saanich	BC	685	65,600	1.04%
7	Halifax	NS	2,215	224,700	0.99%
T8	St. John's	NL	555	56,500	0.98%
T8	Fredericton	NB	300	30,600	0.98%
T8	New Westminster	BC	355	36,300	0.98%
11	Oakville	ON	940	98,400	0.96%
Canada			**140,040**	**18,201,300**	**0.77%**
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.					

The five cities at the top of this list in 2006 (Vancouver, Victoria, North Vancouver, Toronto and Montreal) were also among the top five in 1991, albeit in a slightly different order. While the concentration of artists increased in all of the top five cities, the City of Montreal dropped from third place in 1991 to fifth in 2006. The growth in the number of artists was higher in North Vancouver and Toronto than in Montreal between 1991 and 2006, which allowed these two cities to surpass Montreal in the concentration of artists.

In 1991, based on 2006 municipal boundaries, the concentration of artists in the five cities was as follows: Vancouver (1.70%); Victoria (1.41%); Montreal (1.29%); North Vancouver (1.25%); and Toronto (1.20%).

Artists' average earnings

The average earnings of all Canadian artists are $22,700. Average earnings figures for individual cities are considered reliable if at least 250 artists reported earnings. This is the case in 63 of the 93 large cities.

Given the relatively high cost of living in large cities, artists' average earnings levels are quite low. In 27 of the 63 cities with reliable earnings data, artists' average earnings are below the Statistics Canada's low-income cutoff for a single person. In 47 of the 63 cities with reliable earnings data, artists' average earnings are below the Statistics Canada's low-income cutoff for a family of two.[7]

Artists' average earnings exceed $30,000 in only two large cities:

- North Vancouver, where the district's 795 artists earn, on average, $35,700.
- Toronto, where the city's 22,265 artists earn, on average, $30,700.

In ten other cities, artists have average earnings between $25,000 and $30,000, including Longueuil (QC), Gatineau (QC), Vancouver (BC), Laval (QC), Waterloo (ON), Pickering (ON), Ottawa (ON), New Westminster (BC), Brossard (QC), and Montreal (QC).

Artists' average earnings tend to be higher in cities where the highest-paid arts occupation group ("producers, directors, choreographers and related occupations") is the largest arts occupation. This is the case in Toronto, Montreal, Longueuil, Vancouver and North Vancouver. In almost all other cities, musicians and singers are the largest arts occupation group.

While artists in the Toronto, Montreal, and Vancouver areas do tend to earn more than their counterparts in most other large cities, the relatively high cost of living in these cities means that the higher average earnings probably mean relatively little in terms of quality of life.

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[7] The low income cut-offs for a single person are $20,778 for cities of 500,000 people or more and $17,895 for municipalities with less than 500,000 residents. For a family of two, the low income cut-offs are $25,867 for cities of 500,000 people or more and $22,276 for municipalities with less than 500,000 residents. The low income cut-off measures "an income threshold below which a family will likely devote a larger share of its income on the necessities of food, shelter and clothing than the average family". For 2005, the percentage of family income spent on necessities in low income households was 63% or more, which is 20 percentage points higher than the average amount spent by all Canadian households. Source: Low Income Cut-offs for 2006 and Low Income Measures for 2005, Statistics Canada, 2007, http://www.statcan.gc.ca/pub/75f0002m/75f0002m2007004-eng.htm.

Earnings gap compared with the local labour force

A better measure of the relative earnings of artists is the percentage difference between artists' average earnings and average earnings in the overall labour force in each city. In this report, this statistic is called the "earnings gap".

Across Canada, the average earnings of artists are 37% less than other Canadian workers. Artists fare worse than the Canadian average in most large cities. The earnings gap is above the Canadian average (i.e., 38% or more) in 52 of the 63 cities with reliable earnings data.

While still showing a gap between the average earnings of artists and other local workers, the earnings gap is lowest (25% or less) in four cities in Quebec:

- The earnings gap is 7% in Longueuil, where the city's 1,005 artists earn an average of $29,900.
- The average earnings of Montreal's 13,425 artists ($25,000) are 21% less than the average of other local workers.
- The earnings gap is 22% in Laval, where the city's 930 artists earn an average of $26,900.
- The average earnings of Gatineau's 720 artists ($28,200) are 25% less than the average of other local workers.

In Toronto and Vancouver, the earnings gap between artists and other local workers is about 30%. The average earnings of Toronto's 22,265 artists ($30,700) are 30% less than the average of other local workers. The earnings gap is 29% in Vancouver, where the 8,155 artists earn an average of $27,100.

Despite the relatively high average earnings of artists in North Vancouver, there is still a substantial earnings gap with other local workers (26%).

Changes in the number and concentration of artists, 1991 to 2006

The remainder of this section of the report examines the changes over time in the number and concentration of artists. Some overall patterns in the changes over time are highlighted below.

Canada's three largest cities all saw an increase in the number of artists between 1991 and 2006. However, the rates of change varied between the three cities.

- In Vancouver, the number of artists increased from 4,630 in 1991 to 8,155 in 2006, a 76% growth rate.
- In Toronto, the number of artists grew by 42%, increasing from 15,630 in 1991 to 22,265 in 2006.
- In Montreal, the number of artists increased from 10,115 in 1991 to 13,425 in 2006, a 33% growth rate.

The number of artists increased substantially in many suburban areas. Of the ten large cities where the number of artists doubled (or more) between 1991 and 2006, many are suburbs of Toronto (Whitby, Vaughan and Richmond Hill) or Vancouver (Coquitlam and Langley). Four other cities with very large increases are also in the broader Vancouver and Toronto regions, including Chilliwack (BC), Barrie (ON), Guelph (ON) and Niagara Falls (ON). Fredericton (NB) is the tenth city where the number of artists doubled.

The arts are a growth sector in most Canadian cities. In 55 of 92 large cities, the growth rate in the number of artists exceeded the growth in the overall local labour force between 1991 and 2006. More recently, however, the growth in the number of artists exceeded growth in the overall labour force in only 41 of 92 large cities between 2001 and 2006.

Among large cities, Vancouver had the largest increase in the concentration of artists between 1991 and 2006, followed by Victoria and Fredericton.

Only 11 large cities saw a decrease in the number of artists between 1991 and 2006. These cities tend to be in northern or less populous areas of the country. Some northern cities with a decrease in the number of artists are Saguenay (QC), North Bay (ON), Greater Sudbury (ON) and Prince George (BC). Less populous cities with a decrease are Shawinigan (QC), Cape Breton (NS), Saint-Hyacinthe (QC), Norfolk County (ON) and Strathcona County (AB).

Change in the number of artists, 1991 to 2006

In Canada, the number of artists grew by 38% between 1991 and 2006, which is nearly double the rate of growth of the overall labour force (22%). In the 92 large cities with reliable data between 1991 and 2006, there was a 40% increase in the number of artists, compared with a 25% increase in the overall labour force.[8]

The substantial rate of growth in the number of artists in Canada's large cities in the 1990s slowed down after 2001. In the 92 large cities with reliable data over time, the growth in the number of artists was 29% between 1991 and 2001 but only 8% between 2001 and 2006.

Table 2 shows that, in ten large cities, the number of artists doubled (or more) between 1991 and 2006. Six of the ten cities with very large increases are in Ontario, including Barrie, Whitby, Vaughan, Guelph, Niagara Falls and Richmond Hill. Three other cities with very large increases are in British Columbia (Coquitlam, Langley and Chilliwack). Fredericton (NB) saw a doubling of the number of artists between 1991 and 2006. All of these cities are relatively small (among large cities). Of the ten, Vaughan has the largest population (238,866) and the largest number of artists (815).

Barrie had the largest percentage increase in the number of artists between 1991 and 2006. The number of artists in Barrie more than quadrupled, increasing from 105 in 1991 to 460 in 2006.

In all ten cities, the growth in the number of artists was higher than growth in the overall local labour force, although the growth in the number of artists in Richmond Hill (102%) was very close to the growth in the overall local labour force (101%).

After 2001, the growth rates in the number of artists varied widely between the ten cities. In eight of the ten cities, the recent growth in the number of artists was higher than growth in the overall local labour force. Coquitlam has one of the highest growth rates in the number of artists over the whole time period despite the fact that the number of artists decreased during the most recent period (2001 to 2006).

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[8] Data is reported for the municipal boundaries that existed in 2006. To calculate changes between 1991 and 2006, Hill Strategies Research examined all municipal changes in Canada during this period and re-calculated 1991 and 2001 figures based on 2006 municipal boundaries. Adjustments could not be made, however, for one municipal change: the 1995 creation of the Regional Municipality of Wood Buffalo (Fort McMurray, Alberta and area). For this reason, historical information is available for 92 large cities, not the 93 cities for which 2006 data is available.

Table 2: Cities with the highest percentage increase in the number of artists between 1991 and 2006								
Rank	City	Prov	Number of artists			% change over whole period (1991 to 2006)		Recent % change (2001 to 2006)	
			1991	2001	2006	Artists	Overall local labour force	Artists	Overall local labour force
1	Barrie	ON	105	340	460	338%	109%	35%	31%
2	Whitby	ON	125	310	455	264%	92%	47%	33%
3	Vaughan	ON	315	500	815	159%	116%	63%	33%
4	Coquitlam	BC	210	540	495	136%	37%	-8%	9%
5	Guelph	ON	240	410	545	127%	38%	33%	14%
6	Langley	BC	195	355	430	121%	59%	21%	17%
7	Chilliwack	BC	125	205	270	116%	54%	32%	26%
8	Niagara Falls	ON	170	280	365	115%	18%	30%	12%
9	Richmond Hill	ON	315	585	635	102%	101%	9%	27%
10	Fredericton	NB	150	210	300	100%	13%	43%	10%
Canada			**101,605**	**130,695**	**140,040**	**38%**	**22%**	**7%**	**11%**
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.									

Although not among the top ten, Canada's three largest cities saw substantial growth in the number of artists between 1991 and 2006, even after adjusting for boundary changes in Toronto and Montreal:

- In Vancouver, the number of artists increased from 4,630 in 1991 to 8,155 in 2006, a 76% growth rate.
- In Toronto, the number of artists grew by 42%, increasing from 15,630 in 1991 to 22,265 in 2006.
- In Montreal, the number of artists increased from 10,115 in 1991 to 13,425 in 2006, a 33% growth rate.

Change in the concentration of artists, 1991 to 2006

In Canada, the concentration of artists increased from 0.68% in 1991 to 0.77% in 2006. Many large cities saw a substantial increase in the concentration of artists between 1991 and 2006. Table 3 shows that, in ten large cities, the concentration of artists increased by 0.30% or more. Five of the ten cities with very large increases are in Ontario, four are in British Columbia, and one is in New Brunswick.

Of the 92 large cities with reliable data between 1991 and 2006, Vancouver had the largest increase in the concentration of artists between 1991 and 2006, followed by Victoria. Fredericton had the third-largest increase in the concentration of artists between 1991 and 2006.

Montreal, while not among the cities with the largest increases, also saw an increase in the concentration of artists (from 1.29% in 1991 to 1.53% in 2006).

Table 3: Cities with the largest increase in the concentration of artists between 1991 and 2006

City	Prov	Concentration of artists, 1991	Concentration of artists, 2001	Concentration of artists, 2006	Change in concentration
Vancouver	BC	1.70%	2.36%	2.35%	0.64%
Victoria	BC	1.41%	2.03%	1.87%	0.47%
Fredericton	NB	0.55%	0.75%	0.98%	0.43%
Toronto	ON	1.20%	1.58%	1.60%	0.39%
North Vancouver	BC	1.25%	1.84%	1.61%	0.36%
Niagara Falls	ON	0.42%	0.66%	0.77%	0.35%
Whitby	ON	0.36%	0.62%	0.68%	0.32%
Barrie	ON	0.29%	0.59%	0.61%	0.32%
Coquitlam	BC	0.43%	0.88%	0.74%	0.31%
Guelph	ON	0.47%	0.66%	0.77%	0.30%
Canada		**0.68%**	**0.80%**	**0.77%**	**0.09%**

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.
Note: Changes over time were calculated based on unrounded figures and may not exactly match calculations based on the rounded figures presented in this table.

In most cities, growth in the arts surpassed overall labour force growth between 1991 and 2006

The arts are a growth sector in most Canadian cities. In 55 of 92 large cities, the growth rate in the number of artists exceeded the growth in the overall local labour force between 1991 and 2006. More recently, however, the growth in the number of artists exceeded growth in the overall labour force in only 41 of 92 large cities between 2001 and 2006.

Table 4 compares the growth in the number of artists and the overall local labour force in 13 cities where the number of artists grew by at least three times the local labour force between 1991 and 2006. Eight of these 13 cities are located in Ontario, and two are in British Columbia. The other three cities are in Quebec, New Brunswick and Newfoundland and Labrador.

In two other cities – Saint John (NB) and Thunder Bay (ON) – there was an increase in the number of artists and a decrease in the overall labour force between 1991 and 2006. In Thunder Bay, the number of artists increased by 46%, while the overall local labour force decreased by 2%. Similarly, in Saint John, the number of artists increased by 33%, while the overall local labour force decreased by 2%.

Toronto is among the 13 cities where the number of artists grew by at least three times the local labour force. In Vancouver and Montreal, the growth in the number of artists exceeded the growth in the overall local labour force, but not quite by three times or more. In Vancouver, the 76% growth in the number of artists between 1991 and 2006 was much larger than the 28% growth in the overall local labour force. In Montreal, the 33% growth in the number of artists greatly exceeded the 12% growth in the overall local labour force.

Table 4: Cities with largest ratio of growth in the number of artists compared with the overall labour force, 1991 to 2006				
City	**Prov**	**% change in artists**	**% change in overall local labour force**	**Ratio: Artists vs. overall growth**
Sarnia	ON	38%	4%	10.0
Fredericton	NB	100%	13%	7.9
Niagara Falls	ON	115%	18%	6.5
Toronto	ON	42%	8%	5.7
Longueuil	QC	38%	8%	4.8
North Vancouver	BC	39%	8%	4.7
Chatham-Kent	ON	34%	7%	4.6
Brantford	ON	74%	18%	4.0
Sault Ste. Marie	ON	13%	3%	3.8
Coquitlam	BC	136%	37%	3.7
Guelph	ON	127%	38%	3.3
Barrie	ON	338%	109%	3.1
St. John's	NL	31%	10%	3.0
Canada		**38%**	**22%**	**1.7**
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.				

Cities with a decrease in the number of artists, 1991 to 2006

Not all large cities saw growth in the number of artists. Table 5 shows that, in 11 large cities, the number of artists decreased between 1991 and 2006. Three of the 11 cities with a decrease are in Quebec, three are in Ontario, and two are in British Columbia. The other three cities are in Nova Scotia, Alberta and Saskatchewan.

Saguenay (QC) saw both the largest decrease in the number of artists (-165) and the largest percentage decrease (-42%). North Bay (ON) lost 65 artists, representing a 41% decrease from 1991 (the second-highest percentage decrease). Greater Sudbury saw the second-largest decrease in the number of artists (-95), which represents a 22% decrease. Abbotsford (BC) lost 65 artists, representing 19% of the total number of artists in Abbotsford in 1991.

In one city (Shawinigan, QC), there was a decrease in both the number of artists and the overall labour force between 1991 and 2006. The growth rates of the overall local labour forces varied widely among the other ten cities.

The recent changes in the number of artists and the overall local labour forces also varied widely among the 11 cities. Seven of the 11 cities saw a decrease in the number of artists between 2001 and 2006, while only Shawinigan experienced a decrease in the overall local labour force between during this timeframe.

Table 5: Eleven cities with a decrease in the number of artists between 1991 and 2006

City	Prov	Number of artists			% change over whole period (1991 to 2006)		Recent % change (2001 to 2006)	
		1991	2001	2006	Artists	Overall local labour force	Artists	Overall local labour force
Saguenay	QC	395	300	230	-42%	7%	-23%	10%
North Bay	ON	160	185	95	-41%	2%	-49%	10%
Shawinigan	QC	120	85	80	-33%	-20%	-6%	-23%
Cape Breton	NS	210	155	150	-29%	2%	-3%	14%
Saint-Hyacinthe	QC	125	80	90	-28%	13%	13%	9%
Greater Sudbury	ON	435	265	340	-22%	1%	28%	13%
Norfolk County	ON	100	185	80	-20%	22%	-57%	9%
Abbotsford	BC	335	290	270	-19%	60%	-7%	18%
Strathcona County	AB	280	230	245	-13%	55%	7%	21%
Prince George	BC	195	155	180	-8%	11%	16%	6%
Regina	SK	850	960	835	-2%	9%	-13%	8%
Canada		**101,605**	**130,695**	**140,040**	**38%**	**22%**	**7%**	**11%**

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Do artists attract other artists or other workers?

Some artists or other labour force workers might choose a municipality in which to work based on its reputation as an "arts-friendly" city. It is possible, therefore, that those cities with a particularly high concentration or number of artists might see larger growth in the number of artists or larger labour force growth than other cities.

Table 6 shows that there does not appear to be a connection between the concentration of artists and growth in the number of artists. Between 1991 and 2006, the number of artists in the 20 cities with the highest concentration of artists in 1991 increased by 38%, which is less than the 44% increase in the number of artists in the 72 other cities with reliable data.

Nor does there appear to be a connection between the absolute number of artists and growth in the number of artists. Between 1991 and 2006, the increase in the number of artists in the 20 cities with the largest number of artists in 1991 was 38%, which is lower than the 47% increase in the number of artists in the 72 other cities with reliable data.

Finally, there does not appear to be a simple connection between either the concentration or the number of artists and overall labour force growth. Between 1991 and 2006, the increase in the overall labour force in the 20 cities with the highest concentration of artists in 1991 was 15%, which is less than the 34% increase in the overall labour force in the 72 other cities with reliable data. Similarly, the increase in the overall labour force in the 20 cities with the largest number of artists in 1991 was 20%, which is lower than the 35% increase in the overall labour force in the 72 other cities with reliable data.

None of the above calculations change substantially if only the top ten cities in each category are used in the calculations.

Table 6: Changes in the number of artists and the overall labour force for different groups of cities between 1991 and 2006

Groups of cities	Number of artists in 1991	Number of artists in 2006	Change in artists	% change in artists	% change in overall labour force
20 cities with the highest concentration of artists in 1991	45,325	62,400	17,075	38%	15%
72 other cities	28,390	41,015	12,625	44%	34%
20 cities with the largest number of artists in 1991	55,660	76,885	21,225	38%	20%
72 other cities	18,055	26,530	8,475	47%	35%

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Section 3: Artists by city in each province or region

British Columbia

There are 25,900 artists in British Columbia who spent more time at their art than at any other occupation in May 2006. Artists represent 1.08% of the overall provincial labour force. Among the 10 provinces, British Columbia has the largest percentage of its labour force in arts occupations (1.08%), the only province above 1% and a figure that is well above the Canadian average of 0.77%.

The average earnings of artists are $21,100, compared with an average of $35,000 for all British Columbian workers. The gap between artists' average earnings and overall labour force earnings is 40%.

There are 19 B.C. cities with a population of 50,000 or more. Table 7, sorted by the concentration of artists, shows the number of artists, the overall labour force, the concentration of artists, artists' average earnings and the earnings gap compared with the overall labour force in these 19 cities. The data in Table 7 shows that:

- Five of the 11 large cities with artistic concentrations of about 1% or more are located in British Columbia, including the top three cities (Vancouver, Victoria and North Vancouver District Municipality).
- Vancouver has the highest concentration of artists among large Canadian cities (2.35%), a level that is three times the Canadian average (0.77%).
- Victoria has the second-highest concentration of artists (1.87%).
- North Vancouver (District Municipality) has an artistic concentration of 1.61%.
- Both Saanich and New Westminster have a concentration of artists that is about 1%.
- Among Canadian cities, the average earnings of artists are highest in North Vancouver, where the district's 795 artists earn, on average, $35,700.
- In Vancouver and New Westminster, artists have average earnings between $25,000 and $30,000.
- In three B.C. cities, the earnings gap between artists and other local workers is less than 30%. The earnings gap is 29% in Vancouver, where the 8,155 artists earn an average of $27,100. In North Vancouver, the earnings gap is 26%. In New Westminster, the earnings gap is 28%.

Table 7: Artists in 19 B.C. cities, 2006					
City	Number of artists	Overall labour force	Artists as %	Artists' average earnings	Earnings gap
Vancouver	8,155	347,135	2.35%	$27,000	29%
Victoria	910	48,545	1.87%	$16,800	45%
North Vancouver	795	49,355	1.61%	$35,700	26%
Saanich	685	65,615	1.04%	$16,100	53%
New Westminster	355	36,255	0.98%	$26,000	28%
Burnaby	1,100	115,920	0.95%	$18,000	45%
Richmond	845	98,430	0.86%	$12,800	61%
Delta	475	57,360	0.83%	$18,200	53%
Nanaimo	355	44,480	0.80%	$10,900	63%
Kelowna	485	62,560	0.78%	$17,500	46%
Langley	430	57,555	0.75%	$19,100	51%
Coquitlam	495	66,485	0.74%	$22,800	38%
Chilliwack	270	38,075	0.71%	$9,000	72%
Maple Ridge	265	40,310	0.66%	$12,000	67%
Surrey	1,380	223,770	0.62%	$16,600	51%
Port Coquitlam	180	32,160	0.56%	n.r.	n.r.
Kamloops	235	47,745	0.49%	n.r.	n.r.
Prince George	180	43,795	0.41%	n.r.	n.r.
Abbotsford	270	70,750	0.38%	$21,000	33%
British Columbia	**25,890**	**2,392,805**	**1.08%**	**$21,069**	**40%**

Notes: Earnings gap = Percentage difference between the average earnings of artists and the overall local labour force. All earnings figures captured in the 2006 census relate to the 2005 calendar year.
"n.r." = not reliable.
While all of these cities have a total population of 50,000 or more, some have an overall labour force (i.e., workers aged 15 or older) that is less than 50,000.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

The arts: a growth sector in many B.C. cities

Table 8 shows that, between 1991 and 2006, the growth in the number of artists was larger than overall local labour force growth in 13 of 19 B.C. cities. The number of artists more than doubled in three cities: Coquitlam, Langley and Chilliwack. There was very significant growth in the arts in many other B.C. cities, including Richmond (97%), Kelowna (87%), Nanaimo (82%), New Westminster (82%) and Vancouver (76%).

The second-last column of Table 8 shows that the change in the number of artists since 2001 varies widely between B.C. cities, with some cities seeing a decrease in the number of artists.

Table 8: Changes in the number of artists in 19 B.C. cities, 1991 to 2006

City	Number of artists			% change over whole period (1991 to 2006)		Recent % change (2001 to 2006)	
	1991	2001	2006	Artists	Overall local labour force	Artists	Overall local labour force
Coquitlam	210	540	495	136%	37%	-8%	9%
Langley	195	355	430	121%	59%	21%	17%
Chilliwack	125	205	270	116%	54%	32%	26%
Richmond	430	885	845	97%	35%	-5%	14%
Kelowna	260	360	485	87%	64%	35%	26%
Nanaimo	195	280	355	82%	44%	27%	24%
New Westminster	195	355	355	82%	42%	0%	15%
Vancouver	4,630	7,250	8,155	76%	28%	12%	13%
Port Coquitlam	105	210	180	71%	51%	-14%	11%
Surrey	810	1,375	1,380	70%	72%	0%	22%
Victoria	545	860	910	67%	25%	6%	15%
North Vancouver	570	875	795	39%	8%	-9%	4%
Maple Ridge	195	250	265	36%	54%	6%	19%
Burnaby	815	880	1,100	35%	28%	25%	15%
Saanich	520	675	685	32%	24%	1%	15%
Kamloops	185	315	235	27%	33%	-25%	14%
Delta	450	350	475	6%	9%	36%	5%
Prince George	195	155	180	-8%	11%	16%	6%
Abbotsford	335	290	270	-19%	60%	-7%	18%
British Columbia	**16,405**	**24,080**	**25,890**	**58%**	**32%**	**8%**	**12%**

Note: In cities where municipal boundaries changed between 1991 and 2006, 1991 and 2001 data is stated based on 2006 municipal boundaries.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Artists by occupation in B.C. cities

British Columbia's artists are concentrated in Vancouver. In fact, 31% of B.C.'s artists reside in Vancouver, compared with 15% of the province's overall labour force. The arts occupations that are most strongly concentrated in Vancouver are the actors and producers occupation groups (52% of all actors and producers in B.C. reside in Vancouver), followed by conductors, composers and arrangers (45%). The arts occupation that is the least concentrated in Vancouver is the artisans and craftspersons group (12%).

Table 9 provides the number of artists by occupation in six Greater Vancouver Regional District cities where there are 40 or more artists in at least five of nine arts occupation groups.

- Musicians and singers are the largest arts occupation group in six of the eight cities.
- The producers and directors occupation group is the largest arts occupation group in Vancouver and North Vancouver District Municipality.
- In Vancouver, the producers and directors occupation group is followed by the actors, musicians and authors occupation groups.

Table 9: Artists by occupation in eight Greater Vancouver Regional District cities, 2006				
Occupation	**Burnaby**	**Coquitlam**	**Delta**	**Langley**
Actors and comedians	160	90	45	50
Artisans and craftspersons	60	n.r.	55	85
Authors and writers	105	75	75	60
Conductors, composers and arrangers	n.r.	n.r.	n.r.	n.r.
Dancers	50	45	50	n.r.
Musicians and singers	395	165	160	135
Other performers	n.r.	n.r.	n.r.	n.r.
Producers, directors, choreographers and related occupations	100	50	40	n.r.
Visual artists	160	45	40	45
All nine arts occupations	**1,100**	**495**	**475**	**430**

Note: "n.r." = not reliable.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Table 9 (continued): Artists by occupation in eight Greater Vancouver Regional District cities, 2006				
Occupation	**North Vancouver**	**Richmond**	**Surrey**	**Vancouver**
Actors and comedians	105	130	200	1,475
Artisans and craftspersons	n.r.	90	170	425
Authors and writers	130	85	185	1,415
Conductors, composers and arrangers	n.r.	n.r.	n.r.	145
Dancers	n.r.	55	95	365
Musicians and singers	195	265	405	1,425
Other performers	n.r.	n.r.	n.r.	130
Producers, directors, choreographers and related occupations	205	90	130	1,805
Visual artists	100	115	165	985
All nine arts occupations	**795**	**845**	**1,380**	**8,155**

Note: "n.r." = not reliable.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Table 10 provides the number of artists by occupation in Saanich District and the City of Victoria.

- In Saanich, musicians are the largest arts occupation group, followed by authors and visual artists.
- In Victoria, authors are the largest arts occupation group, followed by musicians and visual artists.

Table 10: Artists by occupation in two Vancouver Island cities, 2006

Occupation	Saanich District	Victoria
Actors and comedians	n.r.	n.r.
Artisans and craftspersons	85	130
Authors and writers	120	270
Conductors, composers and arrangers	n.r.	n.r.
Dancers	n.r.	60
Musicians and singers	255	205
Other performers	n.r.	n.r.
Producers, directors, choreographers and related occupations	45	55
Visual artists	105	160
All nine arts occupations	**685**	**910**

Note: "n.r." = not reliable.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

The Prairies

There are 19,100 artists in the three Prairie Provinces who spent more time at their art than at any other occupation in 2006. Artists represent 0.59% of the overall labour force in the Prairie Provinces.

The average earnings of artists in the Prairies are $19,100, compared with an average of $38,200 for all workers in the three provinces. The gap between artists' average earnings and overall labour force earnings is 50%.

Table 11, sorted by the concentration of artists, shows the number of artists, the overall labour force, the concentration of artists, artists' average earnings and the earnings gap compared with the overall labour force in 11 Prairie cities.

The five largest Prairie cities – Calgary, Winnipeg, Saskatoon, Regina and Edmonton – have a similar concentration of artists, ranging from 0.71% in Edmonton to 0.80% in Calgary.

The estimates of artists' average earnings are reliable for these five cities as well as Lethbridge (AB). In all six cities, the earnings gap is at least 36%. In Calgary and Saskatoon, artists have average earnings that are less than half of average earnings in the overall local labour force.

Table 11: Artists in 11 Prairie cities, 2006

City	Prov	Artists	Overall labour force	Artists as %	Artists' average earnings	Earnings gap
Calgary	AB	5,110	639,055	0.80%	$22,000	54%
Winnipeg	MB	2,905	374,125	0.78%	$20,400	39%
Saskatoon	SK	940	121,690	0.77%	$14,800	57%
Regina	SK	835	109,330	0.76%	$21,600	39%
Edmonton	AB	3,255	458,310	0.71%	$19,800	48%
Lethbridge	AB	270	45,765	0.59%	$20,700	36%
St. Albert	AB	220	37,675	0.58%	n.r.	n.r.
Strathcona County	AB	245	53,400	0.46%	n.r.	n.r.
Medicine Hat	AB	145	34,790	0.42%	n.r.	n.r.
Red Deer	AB	220	53,840	0.41%	n.r.	n.r.
Wood Buffalo	AB	95	36,060	0.26%	n.r.	n.r.
Alberta		**12,160**	**2,058,650**	**0.59%**	**$20,200**	**52%**
Saskatchewan		**3,045**	**553,655**	**0.55%**	**$15,400**	**50%**
Manitoba		**3,920**	**650,410**	**0.60%**	**$18,300**	**41%**

Notes: Earnings gap = Percentage difference between the average earnings of artists and the overall local labour force. All earnings figures captured in the 2006 census relate to the 2005 calendar year.
"n.r." = not reliable.
While all of these cities have a total population of 50,000 or more, some have an overall labour force (i.e., workers aged 15 or older) that is less than 50,000.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

The changes in the number of artists varied between Prairie cities

Table 12 shows that, between 1991 and 2006, the growth in the number of artists was larger than overall local labour force growth in only one Prairie city: Calgary. Among Prairie cities, Calgary saw the highest percentage increase in the number of artists between 1991 and 2006 (63%), followed by three other Alberta cities: Lethbridge (35%), Edmonton (27%) and St. Albert (26%). Regina and Strathcona County (AB) saw a decrease in artists between 1991 and 2006.

The second-last column of Table 12 shows that the change in the number of artists since 2001 varies widely between Prairie cities, with four cities seeing a decrease in the number of artists.

Table 12: Changes in the number of artists in ten Prairie cities, 1991 to 2006

City	Prov	Number of artists			% change over whole period (1991 to 2006)		Recent % change (2001 to 2006)	
		1991	2001	2006	Artists	Overall local labour force	Artists	Overall local labour force
Calgary	AB	3,130	4,575	5,110	63%	50%	12%	18%
Lethbridge	AB	200	220	270	35%	37%	23%	20%
Edmonton	AB	2,565	3,095	3,255	27%	29%	5%	19%
St. Albert	AB	175	175	220	26%	46%	26%	15%
Winnipeg	MB	2,630	2,965	2,905	10%	10%	-2%	8%
Medicine Hat	AB	135	175	145	7%	54%	-17%	24%
Red Deer	AB	205	230	220	7%	62%	-4%	30%
Saskatoon	SK	890	875	940	6%	18%	7%	11%
Regina	SK	850	960	835	-2%	9%	-13%	8%
Strathcona County	AB	280	230	245	-13%	55%	7%	21%
Alberta		**8,905**	**11,655**	**12,160**	**37%**	**41%**	**4%**	**16%**
Saskatchewan		**3,120**	**2,970**	**3,045**	**-2%**	**7%**	**3%**	**4%**
Manitoba		**3,635**	**3,980**	**3,920**	**8%**	**11%**	**-2%**	**7%**

Notes: In cities where municipal boundaries changed between 1991 and 2006, 1991 and 2001 data is stated based on 2006 municipal boundaries.
No 1991 or 2001 data is available for Wood Buffalo (Fort McMurray and area).
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Artists by occupation in Prairie cities

Combined, the five largest Prairie cities – Calgary, Edmonton, Saskatoon, Regina and Winnipeg – house 12,500 artists, over two-thirds of the 19,100 artists in the three Prairie Provinces. Provincially, over two-thirds of Alberta's 12,200 artists reside in Calgary or Edmonton, much higher than the two cities' share of the overall provincial labour force (53%). In Saskatchewan, 58% of the province's 3,000 artists reside in Regina or Saskatoon, much higher than the two cities' share of the overall provincial labour force (42%). In Manitoba, three-quarters of the province's 3,900 artists reside in Winnipeg, higher than the city's share of the overall provincial labour force (58%).

Table 13 provides the number of artists by occupation in five Prairie cities where there are 40 or more artists in at least five of nine arts occupation groups.

- Musicians and singers are the largest arts occupation group in all five cities.
- Authors and writers are the second-largest arts occupation group in all five cities.

Table 13: Artists by occupation in five Prairie cities, 2006

Occupation	Calgary	Edmonton	Regina	Saskatoon	Winnipeg
Actors and comedians	310	200	95	60	310
Artisans and craftspersons	455	315	95	115	335
Authors and writers	895	595	160	145	405
Conductors, composers and arrangers	90	60	n.r.	n.r.	n.r.
Dancers	475	210	n.r.	50	170
Musicians and singers	1,385	1,005	230	295	885
Other performers	130	150	n.r.	n.r.	65
Producers, directors, choreographers and related occupations	620	365	125	130	375
Visual artists	750	360	85	130	315
All nine arts occupations	**5,110**	**3,255**	**835**	**940**	**2,905**

Note: "n.r." = not reliable.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Ontario

There are 56,900 artists in Ontario who spent more time at their art than at any other occupation in May 2006. Ontario has nearly twice as many artists as any other province. Artists represent 0.81% of the overall provincial labour force, slightly higher than the Canadian average (0.77%).

The average earnings of artists are $24,500, compared with an average of $39,400 for all Ontario workers. The gap between artists' average earnings and overall labour force earnings is 38%.

Table 14, sorted by the concentration of artists, shows the number of artists, the overall labour force, the concentration of artists, artists' average earnings and the earnings gap compared with the overall labour force in 40 Ontario cities. The data in Table 14 shows that:

- Toronto's concentration of artists is 1.60%, ranking fourth among large Canadian cities.
- Oakville has the second-highest concentration of artists among Ontario cities (0.96%).
- Ottawa (0.95%), Waterloo (0.91%), Peterborough (0.84%) and Kingston (0.80%) also have an artistic concentration that is above the national average of 0.77%.
- Among Ontario cities, artists' average earnings are highest in Toronto ($30,700). Toronto is one of only two Canadian cities where artists' average earnings exceed $30,000.
- In Waterloo, Pickering and Ottawa, artists have average earnings between $25,000 and $30,000.
- In all Ontario cities except Toronto, the earnings gap between artists and other local workers is above the national (37%) and provincial averages (38%). The average earnings of Toronto's 22,265 artists ($30,700) are 30% less than the average of other local workers.

Table 14: Artists in 40 Ontario cities, 2006

City	Artists	Overall labour force	Artists as %	Artists' average earnings	Earnings gap
Toronto	22,265	1,395,175	1.60%	$30,700	30%
Oakville	940	98,395	0.96%	$24,400	60%
Ottawa	4,550	480,520	0.95%	$26,400	40%
Waterloo	555	61,225	0.91%	$26,800	39%
Peterborough	345	40,940	0.84%	$13,900	55%
Kingston	530	66,640	0.80%	$16,600	53%
Niagara Falls	365	47,225	0.77%	$16,100	48%
Guelph	545	71,225	0.77%	$21,400	44%
Markham	1,115	151,720	0.73%	$21,000	50%
Burlington	715	99,925	0.72%	$23,400	51%
Halton Hills	240	33,725	0.71%	n.r.	n.r.

Table 14 (continued): Artists in 40 Ontario cities, 2006					
City	Artists	Overall labour force	Artists as %	Artists' average earnings	Earnings gap
Whitby	455	66,835	0.68%	$19,900	56%
Kawartha Lakes	275	40,885	0.67%	$9,800	69%
Richmond Hill	635	95,010	0.67%	$20,600	53%
Milton	225	34,575	0.65%	n.r.	n.r.
London	1,325	205,205	0.65%	$17,500	52%
Pickering	340	53,500	0.64%	$26,400	40%
Barrie	460	75,945	0.61%	$21,600	40%
Hamilton	1,680	280,930	0.60%	$21,100	42%
Kitchener	740	124,465	0.59%	$20,400	44%
Windsor	685	116,365	0.59%	$17,800	50%
Newmarket	270	45,945	0.59%	$24,700	45%
Vaughan	815	139,170	0.59%	$22,800	50%
Mississauga	2,285	393,100	0.58%	$23,400	42%
Sarnia	235	40,820	0.58%	n.r.	n.r.
St. Catharines	420	74,445	0.56%	$17,000	48%
Thunder Bay	335	60,720	0.55%	$11,900	65%
Chatham-Kent	335	62,700	0.53%	$14,600	53%
Oshawa	435	82,635	0.53%	$17,900	51%
Caledon	180	34,865	0.52%	n.r.	n.r.
Clarington	230	46,075	0.50%	n.r.	n.r.
Brantford	235	50,490	0.47%	n.r.	n.r.
Cambridge	325	71,910	0.45%	$18,100	52%
Sault Ste. Marie	175	42,025	0.42%	n.r.	n.r.
Ajax	220	53,710	0.41%	n.r.	n.r.
Welland	110	27,955	0.39%	n.r.	n.r.
Greater Sudbury	340	89,185	0.38%	$13,100	64%
North Bay	95	29,210	0.33%	n.r.	n.r.
Brampton	795	250,455	0.32%	$20,200	43%
Norfolk County	80	36,395	0.22%	n.r.	n.r.
Ontario	**56,860**	**6,991,670**	**0.81%**	**$24,500**	**38%**

Notes: Earnings gap = Percentage difference between the average earnings of artists and the overall local labour force. All earnings figures captured in the 2006 census relate to the 2005 calendar year.
"n.r." = not reliable.
While all of these cities have a total population of 50,000 or more, some have an overall labour force (i.e., workers aged 15 or older) that is less than 50,000.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

The arts: a growth sector in many Ontario cities

Of the 92 Canadian cities with reliable data between 1991 and 2006, Barrie had the largest percentage increase in the number of artists between 1991 and 2006. The number of artists in Barrie more than quadrupled, increasing from 105 in 1991 to 460 in 2006.

Six of the ten Canadian cities with very large increases in the number of artists are in Ontario, including Barrie, Whitby, Vaughan, Guelph, Niagara Falls and Richmond Hill.

Table 15 shows that the growth in the number of artists was higher than growth in the overall local labour force in 29 of 40 Ontario cities. In Thunder Bay, the number of artists increased substantially while the overall local labour force decreased between 1991 and 2006.

In Toronto, the growth in the number of artists between 1991 and 2006 was 42%, much higher than the 8% growth in the city's overall labour force. More recently, however, the growth rate in the number of artists has slowed considerably in Toronto since 2001.

The second-last column of Table 15 shows that the change in the number of artists since 2001 varies widely between Ontario cities, with some cities seeing a decrease in the number of artists.

Table 15: Changes in the number of artists in 40 Ontario cities, 1991 to 2006

City	Number of artists			% change over whole period (1991 to 2006)		Recent % change (2001 to 2006)	
	1991	2001	2006	Artists	Overall local labour force	Artists	Overall local labour force
Barrie	105	340	460	338%	109%	35%	31%
Whitby	125	310	455	264%	92%	47%	33%
Vaughan	315	500	815	159%	116%	63%	33%
Guelph	240	410	545	127%	38%	33%	14%
Niagara Falls	170	280	365	115%	18%	30%	12%
Richmond Hill	315	585	635	102%	101%	9%	27%
Mississauga	1,160	2,035	2,285	97%	41%	12%	10%
Newmarket	140	305	270	93%	71%	-11%	18%
Markham	580	875	1,115	92%	68%	27%	27%
Halton Hills	125	150	240	92%	50%	60%	17%
Oakville	525	700	940	79%	42%	34%	18%
Clarington	130	215	230	77%	67%	7%	21%
Burlington	410	650	715	74%	28%	10%	13%

Table 15 (continued): Changes in the number of artists in 40 Ontario cities, 1991 to 2006

City	Number of artists			% change over whole period (1991 to 2006)		Recent % change (2001 to 2006)	
	1991	2001	2006	Artists	Overall local labour force	Artists	Overall local labour force
Brantford	135	190	235	74%	18%	24%	12%
Caledon	105	180	180	71%	65%	0%	13%
Waterloo	325	500	555	71%	42%	11%	18%
Milton	145	105	225	55%	82%	114%	75%
Peterborough	225	285	345	53%	19%	21%	17%
Brampton	525	765	795	51%	77%	4%	31%
Thunder Bay	230	290	335	46%	-2%	16%	7%
Oshawa	305	320	435	43%	15%	36%	9%
Toronto	15,630	21,025	22,265	42%	8%	6%	5%
Sarnia	170	240	235	38%	4%	-2%	13%
Chatham-Kent	250	220	335	34%	7%	52%	9%
Pickering	255	315	340	33%	31%	8%	2%
Welland	85	80	110	29%	16%	38%	14%
Kitchener	585	765	740	26%	29%	-3%	14%
London	1,070	1,385	1,325	24%	20%	-4%	12%
Cambridge	265	265	325	23%	40%	23%	16%
Kawartha Lakes	225	185	275	22%	32%	49%	20%
Hamilton	1,380	1,700	1,680	22%	17%	-1%	12%
Kingston	445	520	530	19%	11%	2%	10%
Windsor	585	535	685	17%	22%	28%	9%
St. Catharines	360	495	420	17%	9%	-15%	11%
Ottawa	3,965	4,395	4,550	15%	20%	4%	9%
Sault Ste. Marie	155	175	175	13%	3%	0%	16%
Ajax	210	260	220	5%	60%	-15%	25%
Norfolk County	100	185	80	-20%	22%	-57%	9%
Greater Sudbury	435	265	340	-22%	1%	28%	13%
North Bay	160	185	95	-41%	2%	-49%	10%
Ontario	**39,460**	**52,485**	**56,860**	**44%**	**22%**	**8%**	**11%**

Note: In cities where municipal boundaries changed between 1991 and 2006, 1991 and 2001 data is stated based on 2006 municipal boundaries.

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Artists by occupation in Ontario cities

Thirty-nine percent of the province's artists reside in Toronto, compared with 20% of the province's overall labour force. The arts occupations that are most strongly concentrated in Toronto are the actors and producers occupation groups (65% and 61%, respectively), followed by the conductors, composers and arrangers occupation group (50%). The arts occupations that are the least concentrated in Toronto are the artisans and dancers occupation groups (17% and 25%, respectively).

Table 16 provides the number of artists by occupation in ten Greater Toronto Area and central Ontario cities where there are 40 or more artists in at least five of the nine arts occupation groups.

- Musicians and singers are the largest local arts occupation group in each of the cities except Toronto, where musicians rank third behind the producers and authors occupation groups.
- Authors and writers are the second-largest arts occupation in three cities (Toronto, Burlington and Whitby).
- Artisans are the second-largest arts occupation in three cities (Barrie, Brampton and Vaughan).
- Producers, directors and choreographers are the second-largest arts occupation in three cities (Mississauga, Oakville and Richmond Hill).
- In Markham, three occupation groups are tied for the second-largest arts occupation (producers, authors and visual artists).

Table 16: Artists by occupation in ten Greater Toronto Area and central Ontario cities, 2006

Occupation	Barrie	Brampton	Burlington	Markham	Mississauga
Actors and comedians	n.r.	45	n.r.	n.r.	140
Artisans and craftspersons	90	140	65	125	355
Authors and writers	45	110	150	155	325
Conductors, composers and arrangers	n.r.	n.r.	n.r.	n.r.	n.r.
Dancers	n.r.	60	n.r.	90	205
Musicians and singers	105	210	210	355	595
Other performers	45	45	n.r.	n.r.	95
Producers, directors, choreographers and related occupations	80	95	130	155	360
Visual artists	45	65	65	155	185
All nine arts occupations	**460**	**795**	**715**	**1,115**	**2,285**

Note: "n.r." = not reliable.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Table 16 (continued): Artists by occupation in ten Greater Toronto Area and central Ontario cities, 2006

Occupation	Oakville	Richmond Hill	Toronto	Vaughan	Whitby
Actors and comedians	80	n.r.	3,005	40	45
Artisans and craftspersons	50	65	1,090	130	55
Authors and writers	165	80	4,505	90	100
Conductors, composers and arrangers	n.r.	n.r.	585	n.r.	n.r.
Dancers	50	50	755	90	50
Musicians and singers	225	195	4,070	235	110
Other performers	45	n.r.	515	n.r.	n.r.
Producers, directors, choreographers and related occupations	205	85	5,625	125	40
Visual artists	100	75	2,130	65	n.r.
All nine arts occupations	**940**	**635**	**22,265**	**815**	**455**

Note: "n.r." = not reliable.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Table 17 provides the number of artists by occupation in six Southwestern Ontario cities where there are 40 or more artists in at least five of the nine arts occupation groups.

- In all six cities, musicians are the largest local arts occupation group.
- In Hamilton, St. Catharines and Windsor, artisans are the second-largest arts occupation.
- In Kitchener, Waterloo and London, authors are the second-largest arts occupation.

Table 17: Artists by occupation in six Southwestern Ontario cities, 2006

Occupation	Hamilton	Kitchener	London	St. Catharines	Waterloo	Windsor
Actors and comedians	115	n.r.	n.r.	n.r.	n.r.	n.r.
Artisans and craftspersons	245	80	185	100	45	110
Authors and writers	230	175	290	45	140	55
Conductors, composers and arrangers	n.r.	n.r.	n.r.	n.r.	n.r.	n.r.
Dancers	95	65	50	50	40	50
Musicians and singers	515	270	510	135	160	175
Other performers	55	n.r.	40	n.r.	n.r.	85
Producers, directors, choreographers and related occupations	195	60	110	n.r.	45	70
Visual artists	190	60	115	40	85	105
All nine arts occupations	**1,680**	**740**	**1,325**	**420**	**555**	**685**

Note: "n.r." = not reliable.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Table 18 provides the number of artists by occupation in Kingston and Ottawa.

- In Kingston, musicians and singers are the largest arts occupation group, followed by authors and writers.
- In Ottawa, authors and writers are the largest occupation group, followed by musicians and singers.

Table 18: Artists by occupation in Kingston and Ottawa, 2006

Occupation	Kingston	Ottawa
Actors and comedians	45	145
Artisans and craftspersons	50	295
Authors and writers	95	1,535
Conductors, composers and arrangers	n.r.	90
Dancers	n.r.	270
Musicians and singers	230	1,150
Other performers	n.r.	95
Producers, directors, choreographers and related occupations	35	425
Visual artists	65	545
All nine arts occupations	**530**	**4,550**

Note: "n.r." = not reliable.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Quebec

There are 30,200 artists in Quebec who spent more time at their art than at any other occupation in May 2006. Artists represent 0.71% of the overall provincial labour force.

The average earnings of artists are $24,600, compared with an average of $32,600 for all Quebec workers. The gap between artists' average earnings and overall labour force earnings is 25%, the lowest level among the provinces.

Table 19, sorted by the concentration of artists, shows the number of artists, the overall labour force, the concentration of artists, artists' average earnings and the earnings gap compared with the overall labour force in 17 Quebec cities.[9] The data in Table 19 shows that:

- Montreal ranks fifth among large Canadian cities with an artistic concentration of 1.53%.
- Besides Montreal, no other city in Quebec has a concentration of artists that is above the Canadian average of 0.77%.
- In Longueuil, Gatineau, Laval, Brossard and Montreal, artists have average earnings between $25,000 and $30,000.
- In four Quebec cities, the gap between the average earnings of artists and other local workers is 25% or less, the lowest earnings gaps in Canada.
- The average earnings of Longueuil's 1,005 artists ($29,900) are 7% less than the average of other local workers.
- The earnings gap is 21% in Montreal, where the 13,425 artists earn an average of $25,000.
- The average earnings of Laval's 930 artists ($26,900) are 22% less than the average of other local workers.
- The earnings gap is 25% in Gatineau, where the 720 artists earn an average of $28,200.

[9] Data is reported for the municipal boundaries that existed in 2006. To calculate changes between 1991 and 2006, Hill Strategies Research examined all municipal changes in Canada between 1991 and 2006 and re-calculated 1991 and 2001 figures based on 2006 municipal boundaries.

Table 19: Artists in 17 Quebec cities, 2006

City	Artists	Overall labour force	Artists as %	Artists' average earnings	Earnings gap
Montreal	13,425	877,465	1.53%	$25,000	21%
Longueuil	1,005	132,570	0.76%	$29,900	7%
Quebec City	2,100	286,630	0.73%	$19,900	40%
Sherbrooke	515	82,055	0.63%	$15,100	50%
Brossard	250	41,980	0.60%	$25,900	32%
Lévis	410	78,835	0.52%	$17,000	51%
Gatineau	720	142,695	0.50%	$28,200	25%
Drummondville	165	36,760	0.45%	n.r.	n.r.
Laval	930	210,685	0.44%	$26,900	22%
Trois-Rivières	280	66,650	0.42%	$17,700	42%
Repentigny	185	45,435	0.41%	n.r.	n.r.
Saint-Jérôme	130	35,135	0.37%	n.r.	n.r.
Terrebonne	195	57,560	0.34%	n.r.	n.r.
Saint-Jean-sur-Richelieu	165	49,835	0.33%	n.r.	n.r.
Shawinigan	80	24,935	0.32%	n.r.	n.r.
Saint-Hyacinthe	90	28,865	0.31%	n.r.	n.r.
Saguenay	230	77,445	0.30%	n.r.	n.r.
Quebec	**30,170**	**4,225,880**	**0.71%**	**$24,600**	**25%**

Notes: Earnings gap = Percentage difference between the average earnings of artists and the overall local labour force. All earnings figures captured in the 2006 census relate to the 2005 calendar year. "n.r." = not reliable.

While all of these cities have a total population of 50,000 or more, some have an overall labour force (i.e., workers aged 15 or older) that is less than 50,000.

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Arts growth in certain Quebec cities

Table 20 shows that, between 1991 and 2006, the growth in the number of artists was larger than overall local labour force growth in six of 17 Quebec cities. The number of artists did increase significantly in a number of cities, including Sherbrooke (45% increase), Gatineau (44%) and Lévis (41%).

In Montreal, the growth in the number of artists between 1991 and 2006 was 33%, much higher than the 12% growth in the city's overall labour force. More recently, the 9% growth rate in the number of artists equaled the growth rate in the overall Montreal labour force since 2001.

The second-last column of Table 20 shows that the change in the number of artists since 2001 varies widely between Quebec cities, with some cities seeing a decrease in the number of artists.

Table 20: Changes in the number of artists in 17 Quebec cities, 1991 to 2006

City	Number of artists			% change over whole period (1991 to 2006)		Recent % change (2001 to 2006)	
	1991	2001	2006	Artists	Overall local labour force	Artists	Overall local labour force
Sherbrooke	355	435	515	45%	24%	18%	12%
Gatineau	500	675	720	44%	26%	7%	13%
Lévis	290	235	410	41%	43%	74%	14%
Longueuil	730	780	1,005	38%	8%	29%	8%
Brossard	185	210	250	35%	15%	19%	18%
Montréal	10,115	12,265	13,425	33%	12%	9%	9%
Laval	750	935	930	24%	22%	-1%	14%
Saint-Jean-sur-Richelieu	140	160	165	18%	29%	3%	28%
Repentigny	165	90	185	12%	29%	106%	13%
Terrebonne	175	170	195	11%	64%	15%	30%
Québec	1,885	1,880	2,100	11%	15%	12%	13%
Saint-Jérôme	120	80	130	8%	33%	63%	18%
Trois-Rivières	265	305	280	6%	12%	-8%	12%
Drummondville	160	165	165	3%	56%	0%	13%
Saint-Hyacinthe	125	80	90	-28%	13%	13%	9%
Shawinigan	120	85	80	-33%	-20%	-6%	-23%
Saguenay	395	300	230	-42%	7%	-23%	10%
Quebec	**23,540**	**27,605**	**30,170**	**28%**	**18%**	**9%**	**11%**

Notes: In cities where municipal boundaries changed between 1991 and 2006, 1991 and 2001 data is stated based on 2006 municipal boundaries.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Artists by occupation in Quebec cities

Thirty-six percent of Quebec's artists reside in Montreal, compared with 14% of the province's overall labour force. The arts occupations that are most strongly concentrated in Montreal are the actors and producers occupation groups (55% and 50%, respectively), followed by the dancers, conductors, other performers and writers occupation groups (ranging from 37% to 39%). The arts occupations that are the least concentrated in Montreal are artisans and craftspersons (19%) and visual artists (25%).

Table 21 provides the number of artists by occupation in three Montreal-area cities where there are 40 or more artists in at least five of the nine arts occupation groups.

- In Montreal and Longueuil, the "producers, directors, choreographers and related occupations" group is the largest arts occupation, followed by the musicians and authors groups.
- In Laval, musicians are the largest local arts occupation group, followed by the authors and producers occupation groups.

Table 21: Artists by occupation in three Montreal-area cities, 2006

Occupation	Laval	Longueuil	Montreal
Actors and comedians	n.r.	125	1,525
Artisans and craftspersons	130	65	750
Authors and writers	155	145	2,465
Conductors, composers and arrangers	n.r.	n.r.	245
Dancers	50	n.r.	555
Musicians and singers	255	210	2,885
Other performers	50	n.r.	385
Producers, directors, choreographers and related occupations	150	305	3,425
Visual artists	95	70	1,195
All nine arts occupations	**930**	**1,005**	**13,425**

Note: "n.r." = not reliable.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Table 22 provides the number of artists by occupation in four other Quebec cities where there are 40 or more artists in at least five of the nine arts occupation groups.

- In Gatineau, authors and writers are the largest arts occupation group, followed by the producers and musicians groups.
- In Quebec City, Lévis and Sherbrooke, musicians are the largest local arts occupation group.
- In Quebec City and Sherbrooke, the "producers, directors, choreographers and related occupations" group is the second-largest arts occupation.
- In Lévis, visual artists are the second-largest arts occupation.

Table 22: Artists by occupation in four Quebec cities, 2006

Occupation	Gatineau	Lévis	Quebec City	Sherbrooke
Actors and comedians	n.r.	n.r.	110	60
Artisans and craftspersons	n.r.	55	160	55
Authors and writers	205	45	375	80
Conductors, composers and arrangers	n.r.	n.r.	n.r.	n.r.
Dancers	50	n.r.	90	n.r.
Musicians and singers	150	125	570	135
Other performers	n.r.	n.r.	90	n.r.
Producers, directors, choreographers and related occupations	155	60	405	115
Visual artists	90	70	275	n.r.
All nine arts occupations	**720**	**410**	**2,100**	**515**

Note: "n.r." = not reliable.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

The Atlantic Provinces

There are 7,400 artists in the four Atlantic Provinces who spent more time at their art than at any other occupation in May 2006. Artists represent 0.58% of the overall Atlantic labour force.

The average earnings of Atlantic artists are $16,600, compared with an average of $28,700 for all workers in the Atlantic Provinces. The gap between artists' average earnings and overall labour force earnings is 42%.

Table 23 shows that, among the six largest cities in the Atlantic Provinces, Halifax, St. John's and Fredericton have a similarly high concentration of artists, with about 1% of the local labour force in the arts. These three cities are all among the 11 Canadian cities with the highest concentration of artists.

The estimates of artists' average earnings are reliable for Halifax, St. John's and Fredericton. In Halifax, artists have average earnings of $21,600, 38% lower than average earnings in the overall local labour force. In St. John's, artists earn an average of $17,800, 49% less than other local workers. In Fredericton, artists have average earnings of $15,100, less than half of the average earnings in the overall local labour force. In these three cities, artists' average earnings are lower than the Canadian average ($22,700), while the earnings gap is higher than the Canadian average (37%).

Table 23: Artists in six Atlantic cities, 2006

City	Prov	Artists	Overall labour force	Artists as %	Artists' average earnings	Earnings gap
Halifax	NS	2,215	224,735	0.99%	$21,600	38%
St. John's	NL	555	56,480	0.98%	$17,800	49%
Fredericton	NB	300	30,615	0.98%	$15,100	53%
Saint John	NB	200	36,465	0.55%	n.r.	n.r.
Moncton	NB	210	38,350	0.55%	n.r.	n.r.
Cape Breton	NS	150	49,650	0.30%	n.r.	n.r.
New Brunswick		**1,920**	**409,085**	**0.47%**	**$15,600**	**45%**
Nova Scotia		**3,735**	**508,300**	**0.73%**	**$17,700**	**41%**
Prince Edward Island		**465**	**80,675**	**0.58%**	**$15,900**	**38%**
Newfoundland and Labrador		**1,240**	**271,250**	**0.46%**	**$15,200**	**46%**

Notes: Earnings gap = Percentage difference between the average earnings of artists and the overall local labour force. All earnings figures captured in the 2006 census relate to the 2005 calendar year. "n.r." = not reliable.
While all of these cities have a total population of 50,000 or more, some have an overall labour force (i.e., workers aged 15 or older) that is less than 50,000.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

The arts: a growth sector in five Atlantic cities

Table 24 shows that, between 1991 and 2006, the growth in the number of artists was larger than overall local labour force growth in five Atlantic cities: Fredericton, Moncton, Halifax, Saint John (NB) and St. John's (NL).

The number of artists doubled in Fredericton between 1991 and 2006, compared with a 13% increase in the overall local labour force. This is the second-highest ratio of arts growth to overall labour force growth among 92 large Canadian cities.

Cape Breton saw a decrease in the number of artists between 1991 and 2006.

The second-last column of Table 24 shows that the change in the number of artists since 2001 varies widely between Atlantic cities, with three cities seeing a decrease in the number of artists.

Table 24: Changes in the number of artists in six Atlantic cities, 1991 to 2006

City	Prov	Number of artists			% change over whole period (1991 to 2006)		Recent % change (2001 to 2006)	
		1991	2001	2006	Artists	Overall local labour force	Artists	Overall local labour force
Fredericton	NB	150	210	300	100%	13%	43%	10%
Moncton	NB	130	260	210	62%	27%	-19%	11%
Halifax	NS	1,485	1,990	2,215	49%	20%	11%	11%
Saint John	NB	150	185	200	33%	-2%	8%	5%
St. John's	NL	425	645	555	31%	10%	-14%	10%
Cape Breton	NS	210	155	150	-29%	2%	-3%	14%
New Brunswick		**1,390**	**1,800**	**1,920**	**38%**	**11%**	**7%**	**5%**
Nova Scotia		**2,950**	**3,510**	**3,735**	**27%**	**9%**	**6%**	**8%**
Prince Edward Island		**395**	**500**	**465**	**18%**	**14%**	**-7%**	**4%**
Newfoundland and Labrador		**1,265**	**1,405**	**1,240**	**-2%**	**-4%**	**-12%**	**8%**

Notes: In cities where municipal boundaries changed between 1991 and 2006, 1991 and 2001 data is stated based on 2006 municipal boundaries.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Artists by occupation in three Atlantic cities

In New Brunswick, 16% of the province's 1,900 artists reside in Fredericton, more than double the city's share of the overall provincial labour force (7%). In Nova Scotia, 59% of the province's 3,700 artists reside in Halifax, much higher than the city's share of the overall provincial labour force (44%). In Newfoundland and Labrador, 45% of the province's 1,200 artists reside in St. John's, more than double the city's share of the overall provincial labour force (21%).

Table 25 provides the number of artists by occupation in Fredericton, Halifax and St. John's.

- In Fredericton, authors and musicians are the two largest arts occupation groups.
- In Halifax, musicians are the largest arts occupation group, followed by the authors and producers occupation groups.
- In St. John's, musicians are the largest arts occupation group, followed by actors and authors.

Table 25: Artists by occupation in three Atlantic cities, 2006

Occupation	Fredericton	Halifax	St. John's
Actors and comedians	40	210	95
Artisans and craftspersons	40	225	50
Authors and writers	80	390	90
Conductors, composers and arrangers	n.r.	40	n.r.
Dancers	n.r.	95	n.r.
Musicians and singers	75	665	145
Other performers	n.r.	45	n.r.
Producers, directors, choreographers and related occupations	40	335	50
Visual artists	n.r.	210	55
All nine arts occupations	**300**	**2,215**	**555**

Note: "n.r." = not reliable.
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Section 4: Key findings

Artists in Large Canadian Cities Based on the 2006 Census, the 28th report in the *Statistical Insights on the Arts* series from Hill Strategies Research, provides an analysis of artists residing in 93 large Canadian cities, including statistics concerning the number of artists, artists' earnings, and trends between 1991 and 2006.

Overall, 103,500 artists reside in the 93 large cities included in the study (cities with a population of 50,000 or more). This represents three-quarters (74%) of the 140,000 artists in Canada. The City of Toronto has the largest absolute number of artists (22,265), followed by Montreal (13,425) and Vancouver (8,155).

In Canada, artists represent 0.77% of the overall labour force. In the 93 cities, artists comprise 0.90% of the combined local labour forces, higher than the Canadian average.

Some of the major findings of the report include:

- Vancouver, Victoria and North Vancouver have the highest concentrations of artists.
- Artists' earnings are relatively low in almost all large cities.
- Suburban cities saw substantial growth in artists between 1991 and 2006.
- Toronto, Montreal and Vancouver all saw an increase in the number of artists between 1991 and 2006, but the rates of change varied between the three cities.
- The arts are a growth sector in most Canadian cities.
- However, 11 cities, many in northern or less populous areas, saw a decrease in artists between 1991 and 2006.
- Cities with a particularly high concentration or number of artists did not see larger growth in the number of artists (or the overall labour force) over time.

Vancouver, Victoria and North Vancouver have the highest concentrations of artists

The three cities with the highest concentrations of artists are in British Columbia: Vancouver, Victoria and North Vancouver District Municipality:

- Vancouver has the highest concentration of artists among large Canadian cities (2.35%), a level that is three times the Canadian average (0.77%).
- Victoria has the second-highest concentration of artists (1.87%).
- North Vancouver (District Municipality) has an artistic concentration of 1.61%.
- Toronto's concentration of artists is 1.60%, ranking fourth among large Canadian cities.
- Montreal ranks fifth among large cities with an artistic concentration of 1.53%.
- Six large cities have a concentration of artists that is about 1%: Saanich (BC), Halifax (NS), St. John's (NL), Fredericton (NB), New Westminster (BC) and Oakville (ON).

Artists' earnings are relatively low in almost all large cities

Given the relatively high cost of living in large cities, artists' average earnings levels are quite low. In 27 of the 63 cities with reliable earnings data, artists' average earnings are below the Statistics Canada's low-income cutoff for a single person. In 47 of the 63 cities with reliable earnings data, artists' average earnings are below the Statistics Canada's low-income cutoff for a family of two.

Across Canada, the average earnings of artists are 37% less than other Canadian workers. Artists fare worse than the Canadian average in most large cities. The earnings gap is above the Canadian average (i.e., 38% or more) in 52 of the 63 cities with reliable earnings data.

While still showing a gap between the average earnings of artists and other local workers, the earnings gap is lowest (25% or less) in four cities in Quebec:

- The earnings gap is 7% in Longueuil, where the city's 1,005 artists earn an average of $29,900.
- The average earnings of Montreal's 13,425 artists ($25,000) are 21% less than the average of other local workers.
- The earnings gap is 22% in Laval, where the city's 930 artists earn an average of $26,900.
- The average earnings of Gatineau's 720 artists ($28,200) are 25% less than the average of other local workers.

In Toronto and Vancouver, the earnings gap between artists and other local workers is about 30%. The average earnings of Toronto's 22,265 artists ($30,700) are 30% less than the average of other local workers. The earnings gap is 29% in Vancouver, where the 8,155 artists earn an average of $27,100.

Suburban cities saw substantial growth in artists between 1991 and 2006

The number of artists increased substantially in many suburban areas. Of the ten large cities where the number of artists doubled (or more) between 1991 and 2006, many are suburbs of Toronto (Whitby, Vaughan and Richmond Hill) or Vancouver (Coquitlam and Langley). Four other cities with very large increases are also in the broader Vancouver and Toronto regions, including Chilliwack (BC), Barrie (ON), Guelph (ON) and Niagara Falls (ON). Fredericton (NB) is the tenth city where the number of artists doubled.

Canada's three largest cities all saw an increase in the number of artists between 1991 and 2006. However, the rates of change varied between the three cities.

- In Vancouver, the number of artists increased from 4,630 in 1991 to 8,155 in 2006, a 76% growth rate.

- In Toronto, the number of artists grew by 42%, increasing from 15,630 in 1991 to 22,265 in 2006.
- In Montreal, the number of artists increased from 10,115 in 1991 to 13,425 in 2006, a 33% growth rate.

The arts are a growth sector in most Canadian cities. In 55 of 92 large cities, the growth rate in the number of artists exceeded the growth in the overall local labour force between 1991 and 2006. More recently, however, the growth in the number of artists exceeded growth in the overall labour force in only 41 of 92 large cities between 2001 and 2006.

Among large cities, Vancouver had the largest increase in the concentration of artists between 1991 and 2006, followed by Victoria and Fredericton.

Eleven cities saw a decrease in artists between 1991 and 2006

Only 11 large cities saw a decrease in the number of artists between 1991 and 2006. These cities tend to be in northern or less populous areas of the country. Some northern cities with a decrease in the number of artists are Saguenay (QC), North Bay (ON), Greater Sudbury (ON) and Prince George (BC). Less populous cities with a decrease are Shawinigan (QC), Cape Breton (NS), Saint-Hyacinthe (QC), Norfolk County (ON) and Strathcona County (AB).

Do artists attract other artists or other workers?

Some artists or other labour force workers might choose a municipality in which to work based on its reputation as an "arts-friendly" city. It is possible, therefore, that those cities with a particularly high concentration or number of artists might see larger growth in the number of artists or larger labour force growth than other cities. The report shows that there does not appear to be a connection between the concentration of artists and growth in the number of artists. Nor does there appear to be a connection between the absolute number of artists and growth in the number of artists between 1991 and 2006. Finally, there does not appear to be a simple connection between either the concentration or the number of artists and overall labour force growth.

Appendix: Descriptions of the nine arts occupations

Source: 2006 National Occupation Classification for Statistics (NOC-S), Statistics Canada
http://www.statcan.gc.ca/subjects-sujets/standard-norme/soc-cnp/2006/noc2006-cnp2006-eng.htm

Occupation title and code	Definition
Actors and comedians (F035)	Actors and comedians perform roles in motion picture, television, theatre and radio productions to entertain a variety of audience. They are employed by motion picture, television, theatre and other production companies. This unit group includes acting teachers employed by private acting schools. Exclusions: Persons who teach acting in post-secondary, secondary or elementary schools (E1, Teachers and Professors).
Artisans and craftspersons (F144)	This unit group includes those who use manual and artistic skills to design and make ornamental objects, pottery, stained glass, jewellery, rugs, blankets, other handicrafts and artistic floral arrangements. Makers of stringed musical instruments are also included in this unit group. Most craftspersons are self-employed. Artistic floral arrangers are usually employed in florist shops and floral departments of retail establishments or may be self-employed. Craft instructors are also included in this unit group and are employed by artisan guilds, colleges, private studios and recreational organizations. Exclusions: Painters, sculptors and other visual artists (F036, Painters, Sculptors and Other Visual Artists); Machine operators and assemblers and Related Occupations; or J, Occupations Unique to Processing, Manufacturing and Utilities).
Authors and writers (F021)	Authors and writers plan, research and write books, scripts, storyboards, plays, essays, speeches, manuals, specifications and other non-journalistic articles for publication or presentation. They are employed by advertising agencies, governments, large corporations, private consulting firms, publishing firms, multimedia/new-media companies and other establishments, or they may be self-employed. Exclusions: Journalists (F023, Journalists).
Conductors, composers and arrangers (F032)	This unit group included those who conduct bands and orchestras, compose musical works and arrange instrumental and vocal compositions. They are employed by symphony and chamber orchestras, bands, choirs, sound recording companies, orchestras for ballet and opera performances or they may be self-employed. Exclusions: Occupations concerned with performing or teaching instrumental or vocal music (F033, Musicians and Singers).

Dancers (F034)	This unit group includes dancers and dance teachers. Dancers are employed by ballet and dance companies, television and film productions and night clubs and similar establishments. Dance teachers are employed by dance academies and dance schools. Exclusions: Persons who teach dance in post-secondary, secondary or elementary schools (E1, Teachers and Professors), Choreographers (F031, Producers, Directors, Choreographers and Related Occupations); and Exotic and striptease dancers (F132, Other Performers).
Musicians and singers (F033)	This unit group includes musicians, singers and teachers of vocal and instrumental music. Musicians and singers perform with orchestras, choirs, opera companies and popular bands in establishments such as concert halls, lounges and theatres and in film, television and recording studios. Music teachers teach in conservatories, academies and private homes. Exclusions: Persons who teach music in post-secondary, secondary or elementary school (E1, Teachers and Professors), and Music composers and arrangers (F032, Conductors, Composers and Arrangers).
Other performers (F132)	This unit group includes circus performers, magicians, models, puppeteers and other performers not elsewhere classified. They are employed by circuses, nightclubs, theatre, advertising and other production companies or may be self-employed.
Painters, sculptors and other visual artists (F036)	Painters, sculptors and other visual artists create original paintings, drawings, sculptures, engravings and other artistic works. They are usually self-employed. This group also includes art instructors and teachers, who are usually employed by art schools. Exclusions: Art teachers in primary, secondary or post-secondary institutions (E1, Teachers and Professors); Graphic designers (F141, Graphic Designers and Illustrating Artists); Skilled craftspersons (F144, Artisans and Craftspersons) and House painters (H144, Painters and Decorators).
Producers, directors, choreographers and related occupations (F031)	This unit group includes producers, directors, choreographers and others who oversee and control the technical and artistic aspects of film, television, radio, dance and theatre productions. They are employed by film production companies, radio and television stations, broadcast departments, advertising companies, sound recording studios, record production companies and dance companies. They may also be self-employed. Exclusions: Editors of pre-recorded videos, sound recording mixers and other radio and video technicians (F125, Audio and Video Recording Technicians).